

## Message Text

UNCLASSIFIED

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15

ACTION CU-04

INFO OCT-01 EA-10 ISO-00 /015 W  
----- 017209

P R 220137Z JUL 75

FM AMEMBASSY BANGKOK

TO AMEMBASSY JAKARTA PRIORITY

AMEMBASSY KUALA LUMPUR PRIORITY

AMEMBASSY SINGAPORE PRIORITY

INFO USIA WASHDC

SECSTATE WASHDC 8077

UNCLAS BANGKOK 14658

E.O. 11652: N/A

SUBJ: CHARLIE BYRD TRIO

USIA FOR IEA; SECSTATE FOR CU

1. OVER-CAPACITY CROWD OF 850 ATTENDED FIFTH AND FINAL APPEARANCE HERE OF CHARLIE BYRD TRIO JULY 19 AT AUA AUDITORIUM. POTENTIAL PATRONS HAD TO BE TURNED AWAY AT BOX OFFICE.

2. BYRD FIRST APPEARED BEFORE THAI AUDIENCES ON PRIME TIME TV JULY 16 IN 30-MINUTE VTR RECORDED IN BANGKOK. ON JULY 17 TRIO APPEARED BEFORE SRO AUDIENCE OF MORE THAN 500 AT AUDITORIUM CHIANG MAI UNIVERSITY. BPAO HOSTED POST-CONCERT COCKTAIL PARTY FOR TRIO ATTENDED BY 60 PROFESSORS, STUDENTS CHIANG MAI UNIVERSITY.

3. IN 45-MINUTE EVENING CONCERT JULY 19 HOSTED AT RESIDENCE BY AMBASSADOR, BYRD PERFORMED FOR INVITED AUDIENCE, INCLUDING 40 THAIS IN 25-40 AGE GROUP CHOSEN FROM PROFESSIONS, BUSINESS, GOVERNMENT AND UNIVERSITIES.

4. AUDIENCE OF NEARLY 700, LARGELY THAI STUDENTS, PACKED AFTERNOON PERFORMANCE JULY 19 AND SRO TICKETS WERE SOLD.

5. BANGKOK POST REVIEWER COMMENTING ON EVENING CONCERT SAID "RARELY HAVE I SEEN SUCH AN ATTENTIVE AND APPRECIATIVE AUDIENCE..."

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MR. BYRD AND HIS TRIO WON MANY INTERNATIONAL FRIENDS."

6. IN ATTEMPT ATTRACT LARGELY THAI AUDIENCE, POST CONFINED INITIAL PUBLICITY TO THAI MEDIA ONLY, PLACING STORIES, ADS VERNACULAR PRESS, RECORDINGS ON FOUR RADIO STATIONS, AGENCY FILM AND VTR ON TV AND POSTED 500 POSTERS, 2,000 FLYERS ALL UNIVERSITY CAMPUSES, BANGKOK, CHIANG MAI. DURING WEEK OF PERFORMANCES POST THEN ADVERTISED IN ENGLISH LANGUAGE PAPERS.

7. POSTS ASKED NOTE BIO DATA CONCERNING MARITAL STATUS BOTH BYRDS INACCURATE. CHARLIE IS WIDOWER, JOE NOT PRESENTLY MARRIED. PLEASE CORRECT ON PROGRAM INFORMATION.  
WHITEHOUSE

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NNN

## Message Attributes

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**Current Classification:** UNCLASSIFIED  
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**Review Authority:** greeneet  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 02 DEC 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <02 DEC 2002 by ThomasVJ>; APPROVED <17 MAR 2004 by greeneet>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
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**TAGS:** SCUL, TH, (CHARLIE BYRD TRIO)  
**To:** JAKARTA SINGAPORE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006